



# Medicaid Expansion Stakeholder Plan

August 31, 2012

## Objectives

Secure input from key leaders to provide a seamless transition to the Affordable Care Act (ACA) Medicaid Expansion. Through marketing and education we will provide Health Care Authority (HCA) employees, stakeholders, and targeted audiences, information pertinent to the vision, goals and challenges related to the successful implementation of the Medicaid expansion effective January 1, 2014.

## Stakeholder Plan

A contracted vendor and project manager are key to provide marketing support with branding development, material creation, product placement, and public relations guidance. However, due to budget constraints, HCA staffs are able to perform some of the stakeholder work with the assistance of other agency departments. Outlined below are key stakeholding activities HCA staff have completed and/or plan to provide over the remaining period of implementation. In addition, key tasks that would require additional resources to complete are identified.

To the extent possible, stakeholding events have been, and will continue to align with, and leverage, stakeholding planning by the Exchange.

### HCA Stakeholder Efforts /Tribal Contacts (completed):

1. **Stakeholder/Tribal contacts** – in person meetings or via conference call

Stakeholder (s)	Type of Presentation	Completion Date (s)
DSHS/ESA – David Stillman and Babs Roberts	Medicaid Expansion Overview Presentation	11/4/2011
Office of Financial Management	State of the State Address – Medicaid Low-Income Expansion	1/10/2012
Broad Agency /Caseload Forecast Council	Urban Institute model Medicaid Expansion estimates	1/18/2012
Title XIX Committee	Quarterly Meeting	1/27/2012 3/23/2012 5/25/2012
Northwest Health Law Advocates (NoHLA)	Medicaid Expansion Overview Presentation	2/1/2012
CHPW Representatives	Federal Basic Health Option Review	2/2/2012
Department of Corrections	Medicaid Expansion Overview Presentation	2/10/2012
Legislative Committee & Fiscal Staff	Churn Issues and Options	3/22/2012
DSHS-ADSA, OFM Budget and Policy, Exchange, & HCA Staff	Churn Issues and Options	3/22/2012

ESA-CSD Contact Center Management Team	Medicaid Expansion Overview Presentation	3/22/2012
Health Plans	Churn Issues and Options	3/23/2012
IHPS Consultants and Individual Health Plans (Group Health, Premera, Centene, Regence, United, Molina) and Exchange	Churn Issues and Options – conference call	3/23/2012 3/24/2012
ESA-CSD Headquarters	Medicaid Expansion Overview Presentation	4/25/2012
NoHLA, Community Health Plan, & WA Health Coalition	Medicaid Overview and Continuity for Optional Programs Presentation	4/26/2012
OFM Budget and Policy Staff	Medicaid Overview and Continuity for Optional Programs Presentation	4/26/2012
DSHS-ADSA	Continuity of Optional Medical Programs Presentation	5/1/2012
IHPS Consultants and Individual Health Plans (CHPW) and Exchange	Churn Issues and Options – conference call	5/3/2012
IHPS Consultants, OFM & Policy	Churn Issues and Options, including Whole Family Coverage – conference call	5/3/2012
IHPS Consultants and Individual Health Plans (Amerigroup) and Exchange	Churn Issues and Options – conference call	5/14/2012
IHPS Consultants and Individual Health Plans (Group Health) and Exchange	Churn Issues and Options, including Whole Family Coverage – conference call	5/24/2012
Workforce Training and Education Coordinating Board	Medicaid Expansion Overview Presentation	6/6/2012
IHPS Consultants and Individual Health Plans (Molina)	Churn Issues and Options – conference call	6/11/2012
General Stakeholders/Agency Staff	Manatt - Presentation on Essential Health Benefits/Benchmark Coverage & Optional Programs	6/21/2012
OFM Budget & Policy – DSHS/ADSA and HCA	Urban Institute Discussion on Behavioral Health Estimates	6/28/2012
Washington State Hospital Association	Medicaid Expansion Marketing and Outreach Partnership Discussion	7/30/2012
NoHLA, Community Health Plan of Washington, Washington Association of	Medicaid Expansion Eligibility	8/2/2012 8/29/2012

Community and Migrant Health Centers & American Indian Health Commission		
Group Health, OFM Budget & Policy, HCA & Exchange	Churn and Whole Family Coverage Options	8/2/2012
Association of Washington Public Hospital Districts (AWPHD)	Innovation Options to Support Medicaid Expansion	8/3/2012
Amerigroup Health Plan	Churn and Whole Family Coverage Options	8/3/2012
NoHLA, Lifelong, Tribal, DSHS & Other Stakeholders	Manatt - Review of Draft Application for Health Insurance	8/6/2012
OFM, HCA, DSHS - Budget and Policy Staff	Manatt – Discussion on Framework for Assessment of Medicaid Options & Obligations following Supreme Court Decision	8/7/2012
Public Health Seattle King County	Marketing and Education Brainstorming	8/29/2012

#### **HCA Stakeholder Efforts /Tribal Contacts (in-process):**

<b>Stakeholder (s)</b>	<b>Type of Presentation</b>	<b>Scheduled Date (s)</b>
Tribal “Retreats”	Facilitated Assessments of Implications of Medicaid Expansion	9/10/2012
NoHLA, Community Health Plan of Washington, Washington Association of Community and Migrant Health Centers & American Indian Health Commission	Medicaid Expansion Eligibility	9/13/2012 9/27/2012
General Stakeholders - Statewide	Manatt – In-person Presentations on the New Medicaid Paradigm (includes Governor’s message on Medicaid Expansion)	9/18/2012 – Olympia 9/19/2012 – Seattle 9/20/2012 – Yakima 9/21/2012 - Spokane
General Stakeholders - Statewide	Updates as applicable – Decisions made and pending Legislative/CMS action	Fall 2012
Public Meetings	Updates relevant to implementation, marketing, outreach and training (in conjunction with the Exchange)	Summer 2013

## Legislature and Legislative Staff Stakeholder Efforts (completed):

### 1. Legislature and Legislative Staff – in person meetings or via conference call

Stakeholder (s)	Type of Presentation	Completion Date (s)
Senate Health & Human Services Appropriations & Oversight Committee	Medicaid Overview Presentation	10/12/2011
House Health & Human Services Appropriations & Oversight Committee	Medicaid Overview Presentation	1/19/2012
Legislative Staff, OFM-Budget & Policy and DSHS-ADSA	Medicaid Overview and Optional Programs Presentation	4/25/2012
OFM Budget and Policy staff	Bridge Waiver Options	4/27/2012
Legislature, Legislative Staff, OFM/HCA Budget and Policy	Assessment of Federal Basic Health Option (white paper by Urban Institute)	5/3/2012
Legislative Staff	Federal Basic Health Option Proposal	5/16/2012
Legislative Staff and OFM-Budget & Policy	Federal Basic Health Option Proposal	5/23/2012
Legislative Staff and ADSA	Medicaid Expansion Eligibility Transitions	6/13/2012
Legislative Staff and DSHS	Medicaid Expansion Per Cap Modeling	6/14/2012
Legislative Staff and OFM-Budget & Policy	Essential Health Benefits/Benchmark Coverage	6/21/2012
Legislative Staff, OFM-Budget & Policy and DSHS-ADSA	Urban Institute – Eligibility Enrollment Estimates Discussion	6/27/2012
Joint Select Committee on National Health Reform Implementation	Medicaid Expansion Update	7/25/2012
Joint Select Committee, Legislators & Staff	Manatt – Framework for Assessment of Medicaid Options and Obligations following Supreme Court Decision	8/8/2012
Key Legislative and Executive Leaders	BHPO Development Considerations	8/9/2012

## Legislature and Legislative Staff Stakeholder Efforts (in progress):

Stakeholder (s)	Type of Presentation	Scheduled Date (s)
Legislative Staff, OFM-Budget & Policy and DSHS-ADSA	Updates on Mental Health Parity, Benchmark Coverage, Other CMS Guidance Released and when updates to Urban Institute Estimates/Medicaid Expansion Assessment	9/2012 – 12/2012
Joint Select Committee on National Health Reform Implementation	Medicaid Expansion Updates	9/2012 – 12/2012

## Existing Meetings

2. **Existing meetings** – attended established public and community based scheduled meetings to present and discuss Medicaid Expansion

### Completed

- Washington Coalition On Medicaid Outreach (WCOMO) - February 24, 2012 & May 18, 2012
- First Friday Forum -March 2, 2012
- Consortium for Health Information and Access -March 15, 2012
- Tribal (AIHC) representatives – American Indian/Alaskan Native identification issues – March 5, 2012; July 24, 2012; scheduled monthly updates
- Title XIX Committee – January 27, 2012; March 23, 2012; May 25, 2012
- Benefits Planning Network (Division of Vocational Rehabilitation, DDD, SSA) - week of March 2, 2012
- Senior Provider Information Network – week of April 20, 2012
- Council of Nephrology Social Workers Spring Conference – week of April 27, 2012
- Benefits Planning Network – Statewide – week of April 27, 2012
- DDD Program Management Meeting – week of April 27, 2012
- Health Care Authority KDP Annual Conference – week of June 22, 2012
- Children w/ Special Health Care Needs Quarterly – week of July 13, 2012

### Ongoing

- Biweekly DSHS-ADSA Directors' Meeting
  - Biweekly DSHS-HCA updates with counties
  - Monthly AIHC tribal updates
  - Weekly Medicaid-Exchange workgroup
3. **PowerPoint presentation** – develop presentation to use at meetings and for webinars

- [Medicaid Expansion 2014 Project Overview PPT](#)
  - [Medicaid Expansion 2014 Overview for Stakeholders Webinar PPT](#)
  - Assessment of Medicaid's options and obligations after the Supreme Court Decision
4. **Medicaid Expansion 2014 Website** <http://www.hca.wa.gov/hcr/me/> – launched March 1, 2012 and includes:
- Resources: Medicaid Expansion links, overview power points and fact sheets
  - Timeline for implementation
  - Implementation Work Plan
  - Policy Options with option to submit public comments
  - Stakeholdering Updates
  - Work Groups
  - FAQ
  - Medicaid Expansion Overview - YouTube video
  - Email address: [medicaidexpansion2014@hca.wa.gov](mailto:medicaidexpansion2014@hca.wa.gov)
5. **Press Release** – Initial press release completed April 19, 2012 promoting the agency's website and video presentation
6. **Internal meetings (completed)** – (UMCC, Open Comm, All-Staff meetings)
- Medical Assistance Customer Services Center – All Staff Meeting - Medicaid Expansion Overview Presentation – March 13, 2012
  - HCA Union – Management Committee Meeting - Medicaid Expansion Overview Presentation – April 12, 2012
  - HCA Open Communication Forum - Medicaid Expansion Overview Presentation – April 12, 2012
  - Employee Support Services Division – All Staff - Medicaid Overview Presentation – April 16, 2012
  - Medical Assistance Customer Services Center – All Staff Meeting - Medicaid Expansion Update – July 17, 2012
7. **Webinars** – Schedule webinars to present information. Use above presentation and listserv to send invitations. (See Medicaid Expansion website for webinar information)

### Medicaid Expansion 2014 Overview for Stakeholders Webinar

Date	# of Participants	Notes
<a href="#">June 13, 2012</a>	<a href="#">31</a>	<a href="#">Medicaid stakeholders invited</a>
<a href="#">June 20, 2012</a>	<a href="#">33</a>	<a href="#">Medicaid stakeholders invited</a>
<a href="#">June 21, 2012</a>	<a href="#">25</a>	<a href="#">Medicaid stakeholders invited</a>
<a href="#">July 5, 2012</a>	<a href="#">30</a>	<a href="#">Medicaid stakeholders invited</a>
<a href="#">July 11, 2012</a>	<a href="#">31</a>	<a href="#">Medicaid stakeholders invited</a>
<a href="#">July 17, 2012</a>	<a href="#">30</a>	<a href="#">DSHS/State of WA stakeholders</a>

## **Application for Health Insurance Review Webinar for Stakeholders/Tribal Representatives**

- Scheduling three webinars for August 28-30, 2012 for medical stakeholders to participate in the review of the new medical Application for Health Insurance. They will be scheduled for two hours in length.
  - One additional webinar is scheduled for tribal partners to participate in the review of the new medical Application for Health Insurance on September 4, 2012.
8. **Social Media** – while considering future development of Twitter and Facebook accounts as a free and creative way to push updates in addition to our Medicaid Expansion website, one YouTube video was produced and posted to the website and the Washington State Government YouTube Channel in March 2012.

### **If additional resources and funding were available, the following activities would be ideal:**

- **RFP** – contract with a vendor to provide the following professional services:
  - communication plan development
  - branding
  - graphics
  - some material design
  - focus groups
  - media relation support
  - advertising
  - social media recommendations
  - some general PR consulting
- **Statewide contacts** – plan and implement HCA-sponsored events around the state targeting stakeholders, advocacy groups, other agencies, providers, etc.
- **Marketing and Education** – attend community events such as local festivals, health fairs, concerts, colleges, etc.
- **Promotional Materials** – develop and purchase marketing brochures, business cards and promotional items to use at outreach events.
- **Travel** – attend monthly/quarterly meetings that stakeholders host around the state (Rural Health Clinic Association, RSN Meetings, Tribal Needs & Healthcare Reform, etc.)
- **Advertising** – develop campaigns for television, radio, web, billboards, busses, malls, etc.
- **New materials** – redesign of application materials
- **Testing** – conduct focus groups, usability testing, and surveys
- **Mass mailing** - to effected/potential clients
- **Measure** – data management and analysis of results
- **Project Manager** - contract someone to manage the entire project



## Community Partners

With limited funds, building stronger relationships with our current stakeholders and community partners is key. We will rely on them to help spread our messages.

We could use the following for additional outreach:

- Elected official (Legislature)
- Legislative Staff, OFM, Governor's Office
- Tribes
- HCA employees
- State agencies/employees (PEBB)
- Call centers
- Hospitals
- School districts/teachers
- Insurance industry
- Health Plans
- Library
- Food bank
- Free Health fairs and community events
- Faith-based organizations
- Outreach workers
- County/City Health Departments
- Utilities
- Unemployment offices
- Temp placement services
- Military
- Prisons
- Non-profit health organizations
- Employer outreach
- Transit riders
- Day care centers/providers
- Media
- Statewide chamber of commerce (counties)
- Statewide business associations
- Universities/Community Colleges/Technical Schools

## Promotional Materials/Collateral

The following items are materials that may need to be developed, ordered, and/or mailed, and could have significant costs associated with them:

- Applications
- Brochures and Posters
- Envelops
- How to Apply Guides
- Member Handbooks
- Marketing Cards
- Promotional Items
- Governor's message(s)
- Enrollment Kits:
  - Fact Sheet
  - PowerPoint Presentation
  - Poster
  - Brochures
  - Copy of materials
  - CD with presentation and materials for additional use